

**REMARKS****Discussion of Claim Rejections under 35 U.S.C. 103(a)**

The Examiner rejected Claims 1 through 11 under 35 U.S.C. 103(a) as being unpatentable by Plotnick et al (US 2005/0097599 A1) in view of Gerszberg et al (US 2006/0159116 A1).

The Applicant does not agree with the Examiner. However, in order to clarify the inventive points of the invention, the Applicant has amended Claim 1.

**Claim 1**

Claim 1 of the present invention reads as follows (emphasis was added);

1. A real-time service system using an interactive data communication, the system comprising:

a plurality of digital set-top boxes of users for replaying service contents selected by the user in real time through a television by being supplied through a telephone line of a very high-data rate digital subscriber line (VDSL), wherein the service contents comprise audio/image signals from the telephone line, wherein the audio/image signals are transmitted to an MPEG data storing block, and wherein the plurality of digital set-top boxes of users further comprise an audio/image switching block for replaying through the television the service contents received from the MPEG data storing block and selected by the users, wherein each of the plurality of the digital set-top boxes comprises a screen generation block for employing an image signal of anyone channel among the plurality of channels of image signals from the audio/video switching block as a main screen and for employing the other channels of the image signals as a

subsidiary screen, an OSD synthesizing block for realizing an appropriate graphic OSD on the screen from the screen generation block by comparing a content of an overlay memory of RGB divided in a predetermined ratio with a specific color key value, a video output block for displaying the image screen from the OSD synthesizing block to a television monitor, an audio digital/analog converting block for converting the audio signals of the active channels to the main screen supplied from the audio/video switching block, and an audio output block for outputting the sound from the audio digital/analog converting block to outside through a television speaker;

a number of system operating device installed by a predetermined region unit and connected to the plurality of digital set-top boxes of the users in a corresponding region via a telephone line of the VDSL for supplying the service contents required at a corresponding set-top box in real time by the interactive data communication with an arbitrary digital set-top box; and

a service providing device for storing various service contents received from a contents providing device and for supplying the corresponding service contents to a corresponding system operating device in real time in response to a service content request from the system operating device inputted through the Internet.

The amended Claim 1 of the present invention is directed to a real time service system using the interactive data communication and method. The features include (i) *the service contents to be replayed are selected by the users*; and (ii) *the service providing device supplies a corresponding service contents to a system operating device in real time in response to a service content request from the system operating device inputted through the Internet*.

The Examiner stated that "Plotnick discloses ... a system comprising a plurality of digital set-top boxes of users for replaying service contents *selected by the user* in real time (page 10 paragraph (0146) line 7-10)... in response to a service content request from the system operating device inputted through the *Internet* (page 3 paragraph (0064))."

Also, the Examiner stated that "However, Plotnick fails to disclose the service contents comparing audio/image signals from the telephone line,... the service contents received from the MPEG data storing block and selected by the users. Gerszberg discloses on (figure 1a) a system which involves a telephone system capable of ... Ethernet CPE."

By the above statement, the Examiner assumes that Plotnick teaches the inventive points of the present invention discussed in the top portion of this page, (i) *the service contents to be replayed are selected by the users*; and (ii) *the service providing device supplies a corresponding service contents to a system operating device in real time in response to a service content request from the system operating device inputted through the Internet*.

The Applicant does not agree with the Examiner one more time.

Plotnick discloses an alternative advertising in prerecorded media for presenting viewers with an alternative brief version of a recorded advertisement when the users choose to fast-forward through or skip the prerecorded advertisement in a Personal Video Recorder (PVR), a digital version of VCR. (See Abstract). Since the contents in Plotnick's system are obtained by prerecording from a media including a television, and video server, and the like, the viewer does not have any option to choose or select one from many contents in real time. Plotnick's system provides an alternative advertisement only when the viewer wants to fast-forward or skip a part of the prerecorded contents such as the prerecorded advertisement. Once the viewer fast-forwards or skips the part, then the Plotnick's system provides with the alternative contents according to its own processing of the skipped parts, or targeted advertisements. The alternative contents are not anywhere in the system or selected by the viewer in any way. (See page 10, paragraph (0146) lines 7-10).

Plotnick's system uses a profiling module to analyze user actions and habits and infer demographic, psychographic, and behavioral characteristics of the viewing household and individual viewers, but it does not care or receive a selection from the viewer. (See page 10, paragraph (0146) lines 11-17).

In addition, the service providing device supplies a corresponding service contents to a system operating device in real time in response to a service content request from the system operating device inputted through the Internet. In page 3 paragraph (0064), however, Plotnick discloses that the contents may include other Internet based graphics or video, but not that the contents are obtained by a request inputted through the Internet.

As for the above deficiency, Gerszberg does not teach or suggest anything to cure them. Gerszberg discloses a facility management platform for a hybrid coaxial/twisted pair local loop network service architecture, which monitors and views the status of a plurality of individually addressable downstream devices including addressable terminals. Such a structure is totally different from the invention, the Applicant respectfully doubts how Gerszberg's platform gives any idea for curing the deficiencies of Plotnick.

Furthermore, Plotnick and/or Gerszberg do not teach all the elements of a digital set-top box, which are the limitations newly added in the present amendment. That is, the digital set-top box includes a screen generation block, an OSD synthesizing block, a video output block, an audio digital/analog converting block, and an audio output block.

Therefore, Plotnick, Gerszberg, or their combination does not teach or suggest all the elements and features of Claim 1 of the present invention. Withdrawal of the rejection to Claim 1 is respectfully requested.

### Claim 2

The Examiner stated that "*Plotnick discloses ... a media server (Video Server (422) in figure 5) for receiving the service contents supplied from the service providing device by connecting to the Internet through a cable or an optical cable and from temporally storing the same at the storing block and outputting the same (Figure 9).*"

However, the Plotnick's video server (422) in figure 5 does NOT include any connections to receive the service contents from outside. (See Fig. 4) Plotnick's system is just for the

Personal Video Recorder (PVR). Thus, it does not provide more user controls other than the traditional controls including fast-forwards or rewinds.

Therefore, Plotnick does not teach all the elements and features of Claim 2, and Gerszberg does not do anything to cure the deficiency, either. Withdrawal of the rejection to Claim 2 is respectfully requested.

#### Claim 10

Claim 10 had been canceled without prejudice previously. Therefore, the rejection to Claim 10 was moot already previously. The Applicant respectfully requests the withdrawal of the rejection.

#### Dependent Claims

Although Applicant has not addressed all the issues of the dependent claims, Applicant respectfully submits that Applicant does not necessarily agree with the characterization and assessments of the dependent claims made by the Examiner, and Applicant believes that each claim is patentable on its own merits. Claims 2-9 and 11 are dependent either directly or indirectly on the above-discussed independent Claim 1. Applicant respectfully submits that the dependent claims incorporate by reference all the limitations of the claim to which they refer and include their own patentable features, and are therefore in condition for allowance. Therefore, Applicant respectfully requests the withdrawal of all claim rejections and prompts allowance of the claims.

Therefore, Plotnick does not teach or suggest all the elements or features of the present invention. Withdrawal of the 103 (a) rejections of Claims 1 through 9 and 11 is respectfully requested.

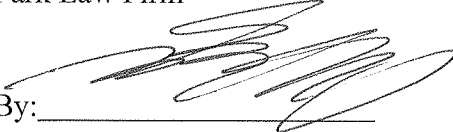
#### CONCLUSION

The applicant believes that the rejections were obviated by the amendment of claims, and the application is now in condition for allowance: therefore, reexamination, reconsideration and allowance of the claims are respectfully requested. If there are any additional comments or requirements from the examination, the applicant asks for a non-final office action.

The Commissioner is hereby authorized to charge payment of any additional fees associated with this communication, or credit any over-payment to Deposit Account No. 16-0310.

Very truly yours,

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